WHAT IS CLAIMED IS:

1. A heat generator for use in a heating apparatus, comprising:

a central shaft;

an elastic body formed to be a predetermined thickness at a circumference of the central shaft;

a conductor layer formed to be a predetermined thickness at a circumference of the elastic body; and

a second elastic body formed to be a predetermined thickness at a circumference of the conductor layer,

wherein the heat generator is elastically deformed at a position which contacts a member to be contacted with the second elastic body at a predetermined pressure, and can supply heat and pressure to a medium to be supplied between the second elastic body and the member to be contacted, and an image developing agent carried by the medium.

2. A heat generator according to claim 1, wherein the central shaft includes material of a quality which does not generate heat when a magnetic field is supplied thereto, or which is not affected by magnitude of a magnetic field used as heat which the conductor layer should generate.

3. A heat generator according to claim 2, wherein, given that a resistivity is $\rho(\Omega \cdot m)$ and a relative permeability is μ, the central shaft satisfies $\mu \leq 2.81 \times 10^9 \rho$.

4. A heat generator according to claim 2, wherein the central shaft is provided such that the resistivity is 10^6 ($\Omega \cdot m$) or more, a Curie temperature is 180℃ or more, and the relative permeability is 200 or more.

5. A heat generator according to claim 1, wherein the central shaft includes at least non-ferrous metal or a non-metal material.

6. A heat generator according to claim 1, wherein the central shaft includes a first material in which the resistivity is 10^6 ($\Omega \cdot m$) or more, the Curie temperature is 180℃ or more, and the relative permeability is 200 or more, and a second material different in characteristic from the first material.

7. A heat generator according to claim 3, further comprising a central shaft protective material which covers the circumference of the central shaft.

8. A heat generator according to claim 6, further comprising a central shaft protective material which covers the circumference of the central shaft.

9. A heat generator according to claim 3, further comprising a central shaft reinforcing material provided over an overall length of the central shaft at inside of the central shaft.

10. A heat generator according to claim 6, further comprising a central shaft reinforcing material provided over an overall length of the central shaft at inside of the central shaft.

11. A fixing apparatus comprising:

a heat generator including a central shaft, an elastic body formed to be a predetermined thickness at a circumference of the central shaft, a conductor layer formed to be a predetermined thickness at a circumference of the elastic body, and a second elastic body formed to be a predetermined thickness at a circumference of the conductor layer;

a magnetic field generator which provides a magnetic field such that the conductor layer of the heat generator can generate heat; and

a pressure member which is provided along the central shaft of the heat generator, and applies pressure that deforms the elastic body layer by a predetermined amount to a predetermined position of the central shaft or the heating generator,

wherein the central shaft includes material of a quality which does not generate heat when a magnetic field is supplied thereto, or which is not affected by magnitude of a magnetic field used as heat which the conductor layer should generate.

12. A fixing apparatus according to claim 11, wherein a plurality of the magnetic field generators are provided along a direction in which the central shaft of the heat generator extends.

13. A fixing apparatus according to claim 12, wherein, given that a resistivity is $\rho(\Omega \cdot m)$ and

a relative permeability is μ, the central shaft satisfies $\mu \leq 2.81 \times 10^9 \rho$.

14. A fixing apparatus according to claim 12, wherein the central shaft is provided such that the resistivity is 10^6 ($\Omega \cdot m$) or more, a Curie temperature is 180℃ or more, and the relative permeability is 200 or more.

15. A fixing apparatus according to claim 12, further comprising a heat transfer member which can reduce heat generated from the conductor layer being varied between the magnetic field generators of the conductor layer.

16. A fixing apparatus according to claim 15, further comprising a central shaft protective material which covers the circumference of the central shaft.

17. A fixing apparatus according to claim 15, further comprising a central shaft reinforcing material provided over an overall length of the central shaft at inside of the central shaft.

18. An apparatus for fixing an image developing agent carried by a recording material onto the recording material, comprising:

a heat generator which includes a region formed from a first material in which a resistivity is 10^6 ($\Omega \cdot m$) or more, a Curie temperature is 180℃ or more, and a relative permeability is 200 or more, and a region formed from a second material different in

a characteristic from the first material, the heat generator further including a central shaft, an elastic body formed to be a predetermined thickness at a circumference of the central shaft, a conductor layer formed to be a predetermined thickness at a circumference of the elastic body, and a second elastic body formed to be a predetermined thickness at a circumference of the conductor layer;

a magnetic field generator which provides a magnetic field such that the conductor layer of the heat generator can generate heat; and

a pressure member which is provided along the central shaft of the heat generator, and applies pressure that deforms the elastic body layer by a predetermined amount to a predetermined position of the central shaft or the heating generator.

19. A fixing apparatus according to claim 18, wherein the central shaft is formed from a material including at least ferrite.